

### **REMARKS/ARGUMENTS**

Applicant would like to thank the Examiner for the careful consideration given the present application. The application has been carefully reviewed in light of the Office Action, and amended as necessary to more clearly and particularly describe the subject matter which Applicant regards as the invention.

Claims 1, 22 and 23 have been amended. The specification has been amended to correct a typographical error.

The Examiner rejected claims 1–24 under 35 U.S.C. 103(a) as being unpatentable over Stern (U.S. Pat. No. 6,366,914) in view of Baxter et al. (U.S. Pat. No. 6,356,903).

At the personal interview on Tuesday, September 13, 2005 between Ms. Sana Al-Hasemi, Mr. Safet Metjahic, Mr. Bob Bodi and Mr. Ron Nolan, Applicant argued that Baxter does not teach a sending side for transmitting and a receiving side for receiving said service structure information. As discussed at the personal interview, Baxter arguably discloses an internal content management system that separately stores content (i.e. text, graphics, programs, etc.), the content's organization components (i.e. an outline) and the format components of the content (i.e. templates and styles), see column 4, lines 25-38 of Baxter. The Examiner's agreed that specifying that the sending side and the receiving side were separate would likely overcome the reference. Applicant has amended claims 1, 22, and 23 to add this limitation. More specifically, Applicant has added the limitation "a receiving side, separated from said sending side, for receiving, storing, and managing said service structure information."

In addition, the Examiner's indicated that further defining "service structure information" will help define the claimed invention away from the applied art. New independent claim 25 has

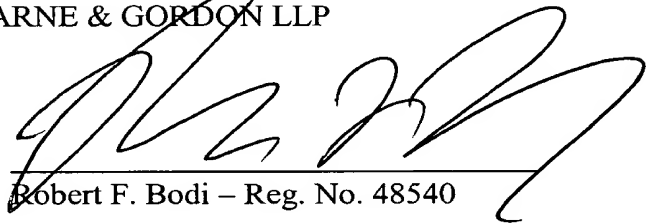
been added that further defines "service structure information", thus, further distinguishing the claimed invention over the applied art.

In light of the foregoing, it is respectfully submitted that the present application is in a condition for allowance and notice to that effect is hereby requested. If it is determined that the application is not in a condition for allowance, the Examiner is invited to initiate a telephone interview with the undersigned attorney to expedite prosecution of the present application.

If there are any additional fees resulting from this communication, please charge the same to our Deposit Account No. 16-0820, our Order No. 33714.

Respectfully submitted,  
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By:



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Date: October 18, 2005